

ORDER



Orders
Order / Rev: 710906
Alt Order #: 06301447
Product Desc: SHERROD BROWN/DSCC
Estimate:
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: Core

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Brown,S/ Democractic Senate Campai
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	57	\$56,300.00	\$47,855.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$56,300.00	\$47,855.00	0.00
Totals	57	\$56,300.00	\$47,855.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	23%	\$56,300.00
Market	100%	\$244,782.61

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	44%	\$107,704.35
WJW	14%	\$34,269.57
WOIO	19%	\$46,508.70
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/10/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			3		\$800.00		0.00				
E 2	WKYC	09/04/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	12	\$1,000.00	P-3	0.00	NM	12	\$12,000.00
		3X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- TWTF - -			12		\$1,000.00		0.00				
E 3	WKYC	09/10/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			2		\$800.00		0.00				

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Advertiser: Brown,S/ Democratic Senate Campaign
 Product Desc: SHERROD BROWN/DSCC
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/10/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
E 4	WKYC	09/04/12	09/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-TWTF--	:30	8	\$1,000.00	P-3	0.00	NM	8	\$8,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-TWTF--	8		\$1,000.00		0.00						
E 5	WKYC	09/10/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$700.00		0.00						
E 6	WKYC	09/04/12	09/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	8	\$750.00	P-3	0.00	NM	8	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-TWTF--	8		\$750.00		0.00						
E 7	WKYC	09/10/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	1		\$1,800.00		0.00						
E 8	WKYC	09/04/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWTF--	:30	4	\$2,000.00	P-3	0.00	NM	4	\$8,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-TWTF--	4		\$2,000.00		0.00						
E 9	WKYC	09/08/12	09/08/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S-	1		\$500.00		0.00						
E 10	WKYC	09/04/12	09/07/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-TWTF--	4		\$1,200.00		0.00						
E 11	WKYC	09/10/12	09/10/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	1		\$1,200.00		0.00						
E 12	WKYC	09/04/12	09/07/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-TWTF--	4		\$750.00		0.00						
E 13	WKYC	09/10/12	09/10/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	1		\$800.00		0.00						
E 14	WKYC	09/09/12	09/09/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S	2		\$800.00		0.00						
E 15	WKYC	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S-	2		\$800.00		0.00						
E 16	WKYC	09/08/12	09/08/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-----S-	2		\$800.00		0.00						

